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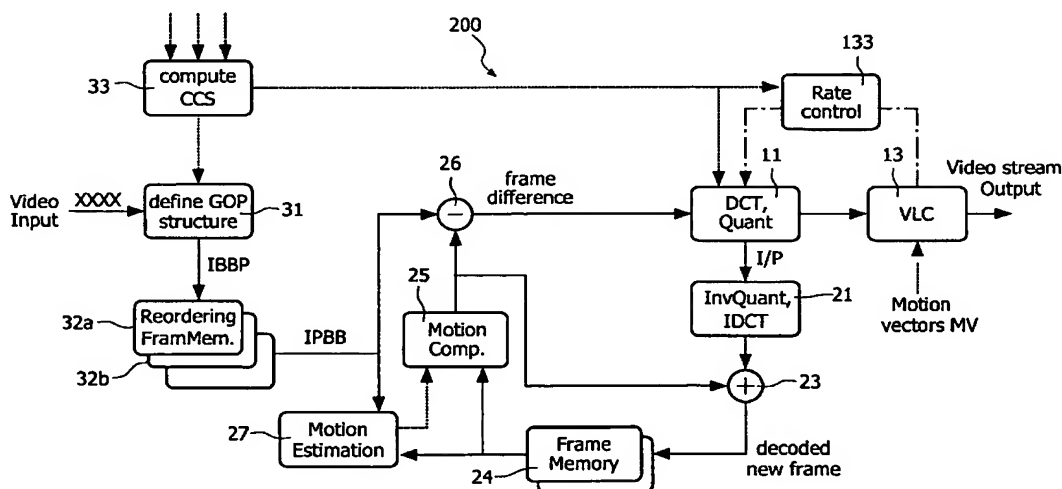
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(54) Title: VIDEO ENCODING METHOD AND DEVICE



(57) Abstract: The invention relates to a video encoding method provided for encoding an input image sequence consisting of successive groups of frames in which each frame is itself subdivided into blocks, and to a corresponding video encoding device. This method and device perform the steps of preprocessing the sequence on the basis of a so-called content-change strength (CCS) computed for each frame, generating a predicted frame using motion vectors estimated for each block, applying to a difference signal between the current frame and the last predicted frame a transformation sub-step producing a plurality of coefficients and followed by a quantization sub-step of said coefficients, and coding said quantized coefficients. According to the invention, the CCS is used in the quantization sub-step for modifying the quantization factor used in this sub-step, the CCS and the quantization factor increasing or decreasing simultaneously.

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